GOVERNMENT OF INDIA
RURAL DEVELOPMENT
LOK SABHA

STARRED QUESTION NO:29
ANSWERED ON:16.07.2002
DOCUMENTARIES ON RURAL DEVELOPMENT SCHEMES
SATYAVRAT CHATURVEDI;SUNDER LAL TIWARI

Will the Minister of RURAL DEVELOPMENT be pleased to state:

(a) whether documentaries are being produced to disseminate information on the various rural development schemes to the people in rural areas;

(b) if so, the details thereof;

(c) the details of funds provided for this purpose during the Ninth Plan and the agencies which were assigned the job;

(d) the norms laid down for assigning the job of producing the documentaries;

(e) whether the Directorate of Audio Visual Publicity (DAVP) has requested theGovernment to allow it to produce these documentaries;

(f) if so, the reasons for not assigning this job to the DAVP; and

(g) the time by which production of all the documentaries is likely to be completed and the documentaries handed over to the Government?

Answer

MINISTER OF RURAL DEVELOPMENT (SHRI SHANTA KUMAR)

(a) to (g) A Statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (g) OF LOK SABHA STARRED QUESTION NO. 29 FOR 16.07.(REGARDING DOCUMENTARIES ON RURAL DEVELOPMENT SCHEMES

Audio visual software such as video spots, short duration films, video programmes and documentaries are produced, from time to time, to disseminate information relating to Rural Development Programmes to the rural masses. Thedetails of audio visual software produced during the Ninth Plan, alongwith the expenditure incurred on the production, are enclosed at Annexure.

2. While the audio visual software is produced by the Directorate of Advertising and Visual Publicity (DAVP) and Prasar Bharati in accordance with the established norms, the Ministry of Rural Development have prescribed relevant criteria for undertaking production of audio visual software through empanelled producers during 2002-2003. The DAVP had suggested that utilizing the services of producers empanelled with the Directorate for production of software on Rural Development Programmes (through the DAVP) may be considered. The Ministry would be utilizing the DAVP services for production of audiovisual software and for publicity (through other modes of communication) whenever required.

3. At present, no documentaries have been assigned to any producer by the Ministry of Rural Development.

ANNEXURE REFERRED TO IN REPLY TO LOK SABHA STARRED QUESTION NO. 29 FOR 16.07.02 REGARDIN DOCUMENTARIES ON RURAL DEVELOPMENT SCHEMES

SL.NO.	YEAR	AUDIO VISUAL SOFTWARE PRODUCED	EXPENDITURE (IN LAKH RUPEES)	AGENCY
1.	1997-1998	3 Video spots on Rural		

	Development Programmes	12.75	Directorate of Advertising & Visual Publicity	
2.	1998-1999	NIL	NIL	
3.	1999-2000	NIL	NIL	
4.	2000-2001	(I) 6 Video spots on Rural Development Programmes	9.43	(i) Directorate of Advertising & Visual Publicity
		(ii) 5 Documentaries on Rural Development Programmes	12.50	(ii) Gayatri Communications
5.	2001-2002	1006 half-an-hour programmes and 182 video spots on Rural Development Programmes in Hindi, English and other Regional Languages	2198.15	Prasar Bharati.